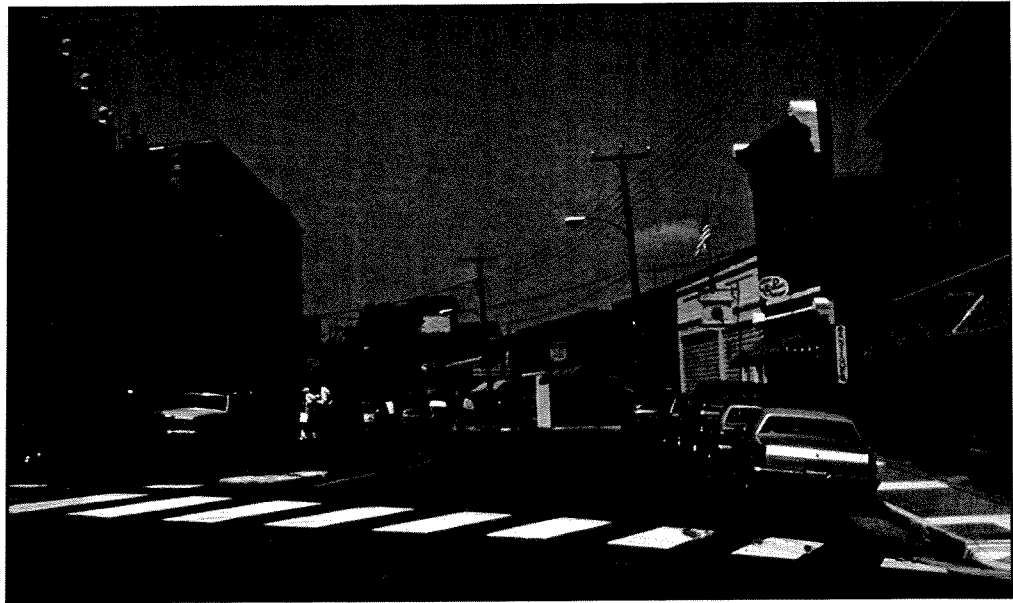


---

# CHAPTER 2

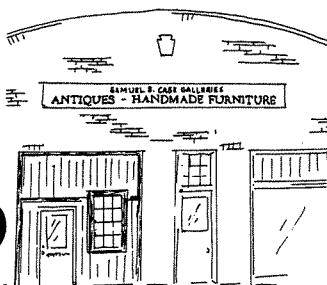
## *Mission Statement & Goals*



### *A. Mission Statement*

Throughout development of this plan, citizens shared their hopes for the future of the Purcellville area. These ideas and visions shaped the fundamental direction of this plan and led to the following mission statement and goals. These statements also serve as the foundation for the policies of this Plan.

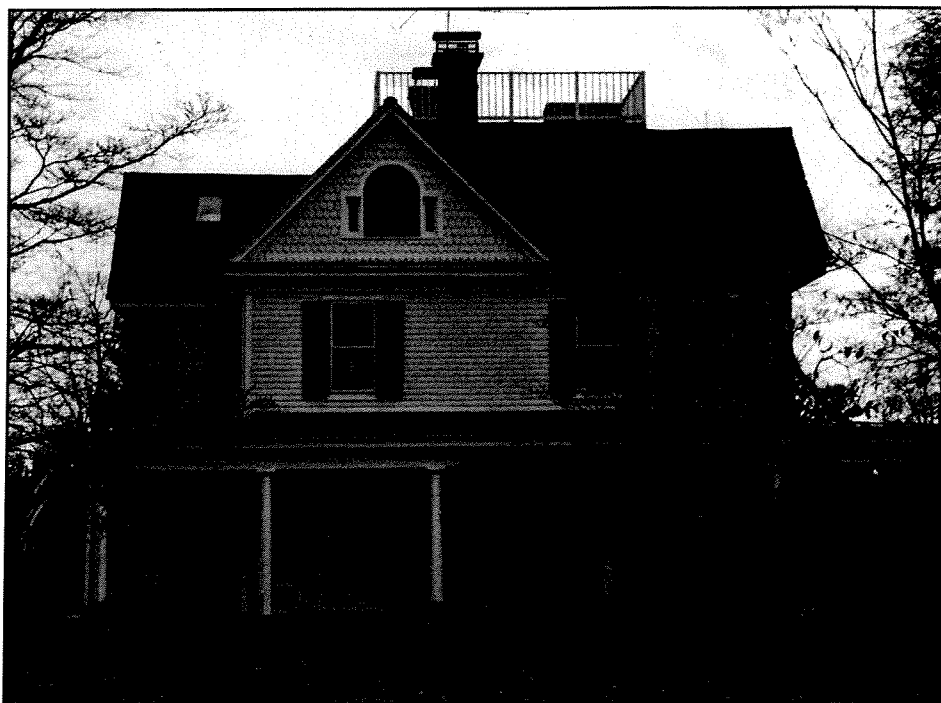
*The purpose of the Purcellville Urban Growth Area Management Plan is to expand upon the Town's Comprehensive Plan by accommodating future development in the Urban Growth Area that enhances the role of Purcellville as a thriving, self-sustaining, business, social and cultural center for western Loudoun County and that continues the sense of community treasured by its residents.*



### *B. Community Goals*

1. The Purcellville area will provide a variety of housing and employment opportunities. New residential development should be balanced with industrial and business development to maintain affordability and fiscal stability.

- 
2. The Purcellville area will offer diverse housing options to people of all ages and incomes.
  3. New commercial centers in the UGA will be planned to support existing commercial centers in the Town of Purcellville.
  4. Purcellville will maintain a distinct identity and a sense of heritage. Important scenic, environmental and historic resources will be protected. Clustered and compact development will be encouraged.
  5. Growth will be planned and orderly to ensure that essential services and utilities are not overburdened. Public facility, utility and service improvements such as the addition of new schools, parks, police personnel, and roads will be timed to keep pace with growth.
  6. New development will be designed to complement the character of the existing town. Roads, sidewalks, and trails will link new communities in the UGA to public facilities and commercial centers in the Town to foster a sense of community and belonging. Design guidelines will promote development which is compatible in character, density and scale with existing neighborhoods.



*Purcellville's Victorian Main Street exemplifies the traditional qualities that residents of the area hope to see in new communities.*